



JUDD GILPIN for UISD District 7 Trustee

Campaign: November 8th Elections
Station(s): Fox KXOF-TV
Investment: \$2,450 Gross/ \$2,082.5 Net

MLB'16 World Series + Local News

Name: Minelly De Leon
Phone: 956-337-3327
[email: mdeleon@entravision.com](mailto:mdeleon@entravision.com)




Proposal ID: 33910
 Station: KLDO
 Schedule Date: 10/24/2016 - 11/8/2016
 Advertiser: Judd Gilpin for UISD Dist. 7 Trustee
 Product: Political
 Agency: Campaign to Elect Judd Gilpin
 Buyer: Judd Gilpin
 Estimate #: Political Campaign #2
 Spot Length(s): :30

Acct. Exec: Minelly De Leon
 Phone #: 956-337-3327
 Email: mdeleon@entravision.com

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at www.entravision.com/termsales, constitutes a legally binding and enforceable agreement between Entravision and the client listed above.

Flight Dates: 10/24/2016-11/8/2016

Program Time	Spot Length	OC 24	W k s	Rate Spots
KXOF				
Local Fox News Thu 10/27				
Local Fox News Mo-Fr 9:00p-9:30p	:30	3	1	\$150.00 3
Fox Sports - Live 10/25 - MLB World Series Game #1 World Series Game #1 Tue 7:00p-10:00p	:30	2	1	\$250.00 2
Fox Sports - Live 10/26 - MLB World Series Game #2 World Series Game #2 Wed 7:00p-10:00p	:30	2	1	\$250.00 2
Fox Sports - Live 10/28 - MLB World Series Game #3 World Series Game #3 Fri 7:00p-10:00p	:30	2	1	\$250.00 2
Fox Sports - Live 10/29 - MLB World Series Game #4 World Series Game #4 Sat 7:00p-10:00p	:30	2	1	\$250.00 2
SubTotal	Cost	\$2,450.00		
Agency Commission @ 15%		\$367.50	Approved by: _____	
Net Cost		\$2,082.50		

Total Cost:	\$2,450.00	
Agency Commission @ 15%	\$367.50	
Net Cost:	\$2,082.50	Signature 

General Summary (DMA P18-64 D.RTG)

Name	Spots	Cost	Grps	Reach	Freq	Pop
KXOF	11	\$2,450.00	75.2	45.1	1.7	151,228

Multi-Media Summary (DMA P18-64 D.RTG)

Media	Spots	%	Cost	%	Grps	%	Reach	Freq	Pop
Television	11	100	\$2,450.00	100	75.2	100	45.1	1.7	151,228
Total	11	100	\$2,450.00	100	75.2	100	45.1	1.7	151,228

Handwritten signatures and initials:
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 [Signature]
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JUDD GILPIN for UISD District 7 Trustee

Campaign: November 8th Elections
Station(s): Fox KXOF-TV
Investment: \$1,500 Gross/ \$1,275 Net

Name: Minelly De Leon
Phone: 956-337-3327
[email: mdeleon@entravision.com](mailto:mdeleon@entravision.com)



Proposal ID: 33815
 Station: KLDO
 Schedule Date: 11/6/2016 - 11/6/2016
 Advertiser: Judd Gilpin for UISD Dist. 7 Trustee
 Product: Political
 Agency: Campaign to Elect Judd Gilpin
 Buyer: Judd Gilpin
 Estimate #: Political Campaign
 Spot Length(s): :30

Acct. Exec: Minelly De Leon
 Phone #: 956-337-3327
 Email: mdeleon@entravision.com

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Flight Dates: 11/6/2016-11/6/2016

Program Time	Spot Length	NO	W k s	Rate Spots
KXOF				
Fox Sports - NFL				
11/06 Dallas Cowboys @ Cleveland Browns				
FOX NFL GAME	:30	2	1	\$750.00
Sun 12:00p-3:00p				2
SubTotal		Cost	\$1,500.00	
Agency Commission @ 15%			\$225.00	
Net Cost			\$1,275.00	
			Approved by:	

Total Cost: \$1,500.00
Agency Commission @ 15% \$225.00
Net Cost: \$1,275.00

Signature

General Summary (DMA P18-64 D.RTG)

Name	Spots	Cost	Grps	Reach	Freq	Pop
KXOF	2	\$1,500.00	30.4	26.0	1.2	151,228

Multi-Media Summary (DMA P18-64 D.RTG)

Media	Spots	%	Cost	%	Grps	%	Reach	Freq	Pop
Television	2	100	\$1,500.00	100	30.4	100	26.0	1.2	151,228
Total	2	100	\$1,500.00	100	30.4	100	26.0	1.2	151,228

MSC

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